



The jwHinks way

CHARTERED ACCOUNTANTS

At JW Hinks we pride ourselves on recruiting the **best talent** to create the **best team**, dedicated to providing an **intelligent, accessible** and **competitive service** to our clients, adhering to the **traditional values** of the firm.

This charter sets out the values we expect staff to hold and demonstrate in all aspects of their work. It also describes how we expect everyone to conduct themselves.

Our mission statement

“To provide our clients with the highest level of accountancy and business consultancy services, letting them achieve their goals and cultivate long-term success. To treat our clients and staff members as trusted, loyal, partners in an environment that nurtures creativity, innovation, and professional development. To build a corporate culture that balances work and family life while encouraging staff to fulfill their potential.”

Our values

TRUSTING

Creating a culture of trust, confidence and openness between clients, colleagues, and our local community

INTEGRITY

Showing dedication, professionalism, and responsibility in every interaction with clients and colleagues

FAMILY

Building strong bonds between colleagues and teams incentivising us to all work for each other's betterment as well as our own

PROGRESSIVE

Constantly adapting to changes in the UK business world and updated accountancy best-practise

SUPPORTIVE

Priding ourselves on being caring, committed and able to reach out to clients, colleagues and our local community

PASSIONATE

Actively wanting to be the best at what we do, living and breathing accountancy and business consultation best practise

LOYAL

Always putting clients and colleagues first, having each other's backs and rising to challenges together

HUMBLE

Remembering that no matter how good we are, it is always possible to be better. Understanding that excellence is a never ending journey.

Our behaviours

There are certain areas that we believe are key in ensuring we all work to the best of our ability as individuals and a team whilst constantly embracing development and growth:

CONDUCT

We will always encourage excellent standards of behaviour and conduct towards colleagues and clients.

We will:

- Provide excellent standards of service to clients and contacts of the firm
- Provide excellent standards of service to internal stakeholders and colleagues
- Demonstrate an open and honest approach to everyone we work with
- Respect the values and beliefs of others

ACCOUNTABILITY

We take individual responsibility for ensuring that we are working smart and effectively.

We will:

- Contribute towards the achievement of the firm's objectives and values
- Work flexibly and as part of a team to adapt skills and attitudes to meet the firm's changing and developing needs
- Attend all relevant training and continual professional development events
- Promote a safe and welcoming environment for the benefit of all who work and visit JW Hinks

COMMUNICATION

We will respond professionally, promptly and informatively to all queries.

We will:

- Strive to answer all queries at the first point of contact
- Communicate effectively through face-to-face visits, social media, letters and telephone conversations

LEARNING

We are a learning firm, embracing continual professional development and personal development.

We will:

- Promote training and development throughout the firm
- Recruit and support apprentices and trainees
- Foster a learning environment where staff continually strive to increase their skills and knowledge
- Accept that mistakes are part of our education to make things better and be tenacious and resilient in ensuring continual improvement
- Not be afraid to try new methods and processes

Conclusion

JW Hinks is committed to creating a culture where staff are **valued** and **supported**.

The firm promotes a practice of **openness**, **honesty**, **professionalism** and **mutual respect**, which is evident throughout all our relationships and interactions with colleagues and clients.



JW Hinks LLP 19 Highfield Road Edgbaston Birmingham B15 3BH T. 0121 456 0190 E. info@jwhinks.co.uk www.jwhinks.co.uk

Registered office and a list of the LLP members is available at the above address. Limited liability Partnership registered number OC377435 in England and Wales
Registered to carry out audit work in work in the UK and regulated for a range of investment business activities by the Institute of Chartered Accountants in England and Wales